



## EMS and Business Intelligence

### Put Business Intelligence into Action

There are many definitions of what “business intelligence” means, but the bottom line is:

**Organizations that utilize their resources effectively are in the best position to succeed.**

From real estate and equipment to services and personnel, you need to understand how, when and where your resources are being used today and how they are likely to be used in the future in order to make informed decisions on how to optimize your operations. And optimizing your operations can have a significant effect on your bottom line.

#### Foresight and Flexibility

When it comes to making choices that will affect departments, divisions or your entire organization, the breadth of the information you use to support your decisions is important.

EMS Workplace™, EMS Enterprise™ and the other products in the EMS suite manage a wide variety of facility operations data: Room utilization, resource usage, planned vs. actual attendance, shared workspace check-in/out and much more. And, optional integration with other systems (Facility Management, HR, etc.) makes even more data available to you.

With that wealth of information as its starting point, the business intelligence functionality in our systems allows you to extract, manipulate and analyze details in the ways that best meet



your needs. Whether you require recaps or projections, snapshots or trends, high-level or detail, in numbers or graphs, you have immediate access to clear, concise, actionable information.

#### Global Awareness

While technology can be a powerful tool for helping you understand current real estate/resource utilization and anticipate future needs, your conclusions can only be as accurate as the data you use to reach them.

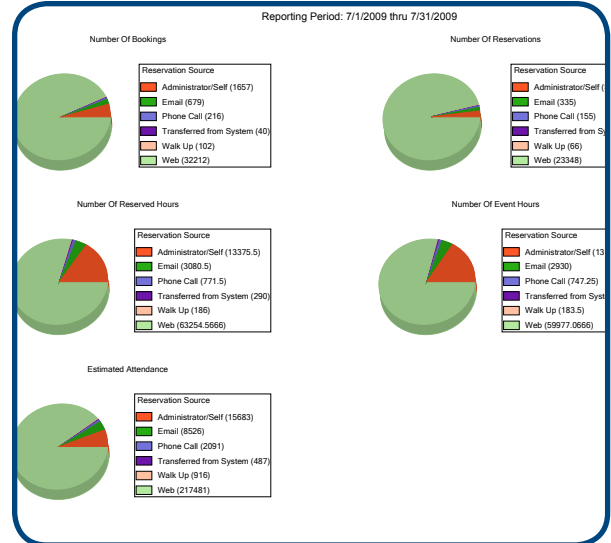
EMS systems allow for a number of ways to interact with the central database – lobby kiosks, meeting room touch-screen displays, a web interface, mobile device capability and the desktop client. This assortment of communication channels makes it easy for staff and visitors to schedule and record room use and in the process provide you with the statistics you need.



## Shared Workspace Management

For many companies, the implementation of a shared workspace (i.e. office “hoteling”) initiative is a key element in their real estate management strategy. Making offices and cubicles available to their mobile workforce on an “as needed” basis helps keep space utilization up and costs down. And in many cases, growing companies find that they can delay the purchase or leasing of additional property by comfortably accommodating more employees in the same amount of space.

EMS Workplace has a host of powerful tools for streamlining everything from the reservations process to check-in/out verification to utilization analysis.



### Put Business Intelligence into Action

- Optimize your real estate portfolio – Having too much or too little space can lead to financial or operational difficulties
- Maximize resource availability – Knowing when and where your resources are being used allows you to do more with less
- Improve forecasting – An awareness of where you are today and where you need to be tomorrow is one of the keys to profitability
- Develop benchmarks/set goals – Whatever business initiatives you are implementing, it’s important that you have an established baseline, an objective and the tools for measuring your progress
- Streamline communication – Ease of access to information helps keep everyone on the same page

## Establishing “Presence”

In order to help organizations accurately measure, and subsequently optimize, room utilization, EMS Workplace incorporates check-in / check-out functionality for establishing “presence” (i.e., whether a room or workspace is occupied by the expected number of attendees), identifying no-shows and freeing up unoccupied space for impromptu use. The recording of check-in / check-out transactions is accomplished via internal system functions as well as through external systems with which there is an EMS interface:

- **EMS Workplace Kiosk** - As one of several standard user interfaces in EMS Workplace, the EMS Kiosk software can be accessed from touch-screen devices of choice, located in lobby or reception areas at your facilities. The EMS Kiosk provides a convenient way for employees to check-in/check-out, the ability to make walk-up reservations, basic wayfinding capability, the ability to locate colleagues, and much more.
- **Virtual EMS Workplace** - This user-friendly web interface, which is typically used by employees to make advance reservations for meeting and hoteling space, includes much of the same functionality found in the EMS Kiosk, including the ability to check-in/check-out.

- **Via Phone Device in Room** - We have worked with third party phone integrators to provide check-in/check-out capability from the handsets located in meeting rooms and hoteling spaces. This integration can additionally provide automated switching of phone extensions, so that calls are automatically rerouted to the employee's hoteling space.
- **Via Mobile Device** - The Virtual EMS Mobile interface allows users of most newer generation cell phones (including those running Windows Mobile®, BlackBerry® devices and iPhones®) to access a mobile device-optimized version of the Virtual EMS web interface.
- **Via Interactive Digital Signage/Device** - There are a wide variety of digital signage devices that are now integrated with EMS software, including those from Steelcase, Visix, AMX, Four Winds Interactive, and Crestron.
- **Using IP Presence Data** - This method involves a relatively simple application that compares an employee's IP address to a mapping of IP addresses by location to determine where an employee has plugged into the network, checking them into that location.
- **Using Badge Swipe Data from Security System** - If employees are required to "badge in" at your facilities, the "presence" data collected in these security systems can be passed along to EMS and used as check-in/check-out data.
- **Leveraging RFID Technology** - Similar to how IP presence and badge swipe data can be used to determine an employee's presence at a facility, various RFID technologies can be used to determine presence and check-in/check-out employees.



## Your Data, Your Decisions

The ability to make informed decisions is integral to achieving the highest possible operating efficiency for your business. That's why our data analytics tools and an array of real estate and business process reports have, for more than a decade, come standard in our Enterprise-level systems.

**To learn more about our  
Business Intelligence  
capabilities call 800.440.3994**



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